

Recruitment Strategy for EPA's World Trade Center Test and Clean Program

Objective: To raise public awareness of EPA's World Trade Center (WTC) Test and Clean Program (the program) and encourage residents and building owners who are concerned about contamination in lower Manhattan to register for the program.

The program provides for individual residential units and commercial or residential buildings below Canal, Allen and Pike Streets to be tested and cleaned, if benchmarks are exceeded for one or more contaminants of potential concern – lead, polycyclic aromatic hydrocarbons, asbestos and man-made vitreous fibers.

EPA will use a wide range of outreach methods to maximize participation in the program. EPA will continue to provide general information, take specific actions to advertise the program and recruit and register eligible participants as efficiently as possible during a two-month registration period.

GENERAL

Web Site – www.epa.gov/wtc

EPA will maintain general information on EPA activities related to the WTC on its web site. There will be information on the program, how to register and who to contact for additional information. EPA created a WTC listserv, an electronic notification service, which automatically distributes updates, press releases and other information to subscribers. Updates on the progress of the program will be posted on the web site and sent out periodically via the listserv.

Broadcast and Print Media

EPA will continue to inform the media of developments in EPA's activities related to the WTC through press releases, interviews and/or press conferences.

ADVERTISEMENT

Flyers / Fact Sheets / Frequently Asked Questions

EPA will prepare flyers, fact sheets and frequently asked questions to be distributed in buildings and posted in public places. Printed materials will be translated to Spanish and Chinese. This printed information will cover a variety of topics and can also be viewed on the WTC web site. Topics will include:

- program description including eligibility and how to register
- testing, trigger levels for cleaning and cleaning procedures
- information on contaminants of potential concern
- services for common areas and HVACs

Direct Communication with Lower Manhattan Organizations

EPA will send letters to a wide variety of civic and service organizations in lower Manhattan. We will provide fact sheets about the program, how to register and frequently asked questions in order to facilitate the groups' sharing of information with their memberships, constituencies and congregations. EPA will also offer to meet with these groups.

Newspaper Ads and Posters

EPA will place display ads in lower Manhattan newspapers to advertise the purpose of the program, the EPA web site, the hotline number for registration and the deadline.

RECRUITMENT and REGISTRATION**Hotline**

EPA will establish a recruitment hotline. Live operators will handle calls between the hours of 10:00 a.m. and 8:00 p.m. Monday through Friday, and 10:00 a.m. and 5:00 p.m. Saturdays and Sundays **during the registration period.**

Hotline operators will facilitate the public's request for information on and participation in the program. EPA will train and direct hotline operators to provide relevant information about the program and to gather information from registrants and enter information into a database. EPA will work closely with the operators in resolving issues that are raised by the public.

After reviewing individuals' registration information, the contractor will contact them to confirm eligibility and participation in the program. The contractor will send an information package including fact sheets, frequently asked questions and an access agreement for individuals to sign and return. Requests within the area of confirmed contamination and in closest proximity to the WTC will be given priority for testing.

Recruitment Meetings

Groups may request that EPA representatives participate in their regular meetings as guest speakers to describe the program. EPA and its contractors will schedule recruitment meetings throughout the registration period to provide information and answer questions about the program.

Building Visits

Upon request EPA representatives will visit lower Manhattan buildings and meet with residents, and building owners or their representatives to discuss the program and answer questions. In addition, throughout the program, community involvement coordinators and other EPA representatives will seek feedback from residents on their level of satisfaction with the program and try to incorporate suggested improvements.